

APPAREL AND ACCESSORIES

Burberry builds bridge from heritage to contemporary

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Burberry debuts Robert Tisci's first campaign. Image credit: Burberry

By BRIELLE JAEKEL

After a highly publicized start at the company and heralding a major rebrand, Burberry creative chief officer Riccardo Tisci has dropped his first advertising campaign with a multigenerational focus so deep it extends behind-the-scenes.

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Starting from the inside out, the British fashion label has assembled a cast of both photographers and models who span generations and countries of origin. The goal was to shine a light on Burberry's ability to transverse between its heritage and modern strategy, exhibiting that it is able to appeal to all people.

"Burberry is taking a really interesting approach to inclusivity and diversity awareness with this campaign," said Taylor Rains, managing partner at **Flugel Consulting**. "Traditionally, this strategy takes an almost formulaic approach: diversifying the race, ethnicity, body type and gender of the talent in a given campaign.

"While this certainly plays a role in Burberry's strategy, it's almost secondary to the creative way they're employing diversity behind the lens," he said. "By employing different photographers, each with a distinct point of view and story to tell, Burberry is elevating the diversity conversation, demonstrating that true inclusivity takes into consideration differences of thought and perspective."

Mr. Rains is not affiliated with Burberry, but agreed to comment as an industry expert. **Burberry** was reached for comment.

The new Burberry

While not taking a typical approach to a campaign rooted in diversity, Mr. Tisci is making his goals clear with this highly publicized marketing launch.

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Part 1: A story by #NickKnight The first campaign by #RiccardoTisci for #Burberry . A cast of image makers #NickKnight, #DankoSteiner, #HugoComte, #PeterLanger, #ColinDodgson and #LettySchmiterlow present a unique take on Tisci's new vision . 'They are images that have the confidence to stand on their own, but it's when they are assembled together that they truly bring the diversity, the eclecticism, the inclusivity and the beauty of Burberry to life' Riccardo Tisci . #BurberrySpringSummer19 #TheTBbag #NewEra #TBRT #Kingdom #BurberryGeneration . Click the link in bio to find out more and be first to shop the collection in February 2019

A post shared by Burberry (@burberry) on Jan 24, 2019 at 3:00am PST

Models such as Stella Tennant, Rianne van Rompaey, Natalia Vodianova, Sora Choi, Anok Yai and Matteo Ferri come from a variety of different cultures such as British, Dutch, American-Egyptian, Italian and Russian.

Photographers Nick Knight, Danko Steiner, Hugo Comte, Colin Dodgson, Peter Langer and Letty Schmiterlow also come from various countries, further diversifying the energy and style of the campaign.

Burberry will roll out six different creative concepts throughout the rest of the spring 2019 season, ending in April. The content will air on a variety of platforms, including Burberry's own social media, broken up into different parts.

Parts one and two are live now on Burberry's Instagram, showcasing the work of photographers Mr. Knight and Mr. Steiner, respectively.

[View this post on Instagram](#)

Part 2: A story by #DankoSteiner The first campaign by #RiccardoTisci for #Burberry . A cast of image makers #NickKnight, #DankoSteiner, #HugoComte, #PeterLanger, #ColinDodgson and #LettySchmiterlow present a unique take on Tisci's new vision . #BurberrySpringSummer19 #NewEra #TBRT #Kingdom #BurberryGeneration . Click the link in bio to find out more and be first to shop the collection in February 2019

A post shared by Burberry (@burberry) on Jan 24, 2019 at 11:12am PST

Mr. Tisci says that each part of the campaign is strong enough to stand on its own, but together they bring a greater story of "diversity, the eclecticism, the inclusivity and the beauty of Burberry to life."

Today in fashion

Burberry's investment into Mr. Tisci's takeover has been significant, making this campaign extremely important for the brand.

The British fashion house says its strategy to reposition itself under Mr. Tisci's vision has seen a positive response.

During the six months ended Sept. 29, the label's revenues totaled 1,220 pounds, down 3 percent year-over-year, however Burberry is optimistic about the changes underway. The period saw Mr. Tisci's first runway collection for the brand, as well as the roll out of a new logo and streetwear-infused aesthetic ([see story](#)).

Among its onslaught of changes, the label put a new spin on its revamped monogram with the help of a handful of artists.

Last year, the newly installed chief creative officer made over Burberry's logo and monogram, giving the brand a new image. Celebrating this update, Burberry has invited creatives to rethink the monogram in their chosen medium, ranging from plants to paper laser cutting ([see story](#)).

Burberry's latest effort also opts for a diversity of perspectives over a single creative partnership.

"Oddly enough, showcasing a variety of consumer types and framing them through several different perspectives almost serves to centralize the focus of the campaign on the product itself," Mr. Rains said. "The unifying piece really is the aesthetic of Burberry."

"It's a really inventive way to leverage the quality-based heritage of the brand in a much more global way," he said.

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